

**Farmers Market Promotion Program (FMPP)  
Final Performance Report**

The final performance report summarizes the outcome of your FMPP award objectives. As stated in the FMPP Terms and Conditions, you will not be eligible for future FMPP or Local Food Promotion Program grant funding unless all close-out procedures are completed, including satisfactory submission of this final performance report.

This final report will be made available to the public once it is approved by FMPP staff. Write the report in a way that promotes your project's accomplishments, as this document will serve as not only a learning tool, but a promotional tool to support local and regional food programs. Particularly, recipients are expected to provide both qualitative and quantitative results to convey the activities and accomplishments of the work.

The report is limited to 10 pages and is due **within 90 days** of the project's performance period end date, or sooner if the project is complete. Provide answers to each question, or answer "not applicable" where necessary. It is recommended that you email or fax your completed performance report to FMPP staff to avoid delays:

FMPP Phone: 202-690-4152; Email: [USDAFMPPQuestions@ams.usda.gov](mailto:USDAFMPPQuestions@ams.usda.gov); Fax: 202-690-4152

Should you need to mail your documents via hard copy, contact FMPP staff to obtain mailing instructions.

<b>Report Date Range:</b> <i>(e.g. September 30, 20XX-September 29, 20XX)</i>	September 30, 2015 – September 29, 2017
<b>Authorized Representative Name:</b>	Everett Chavez
<b>Authorized Representative Phone:</b>	505-465-2214
<b>Authorized Representative Email:</b>	echavez@kewa-nsn.us
<b>Recipient Organization Name:</b>	Santo Domingo Tribe
<b>Project Title as Stated on Grant Agreement:</b>	Santo Domingo Farmer's Market Promotion Program
<b>Grant Agreement Number:</b> <i>(e.g. 14-FMPPX-XX-XXXX)</i>	15-FMPPN-NM-0023
<b>Year Grant was Awarded:</b>	2015
<b>Project City/State:</b>	Santo Domingo Pueblo, NM
<b>Total Awarded Budget:</b>	99,421.85

FMPP staff may contact you to follow up for long-term success stories. Who may we contact?

☒ Same Authorized Representative listed above (check if applicable).

☒ Different individual: Name: Tiffany Calabaza; Email: [tccalabaza@kewa-nsn.us](mailto:tccalabaza@kewa-nsn.us); Phone: 505-465-2214 ext. 2208

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1. State the goals/objectives of your project as outlined in the grant narrative and/or approved by FMPP staff. If the goals/objectives from the narrative have changed from the grant narrative, please highlight those changes (e.g. "new objective", "new contact", "new consultant", etc.). You may add additional goals/objectives if necessary. For each item below, qualitatively discuss the progress made and indicate the impact on the community, if any.
  - i. Goal/Objective 1: Establish 2 farmer's market locations
    - a. Progress Made: The Pueblo of Santo Domingo enjoys two farmer's market locations on Monday, Tuesday and Wednesday. The Monday farmer's market happens in an open space adjacent to our Community Center. A small artisan market has been established in this space, so it was ideal for us to join this location and attract a customer base there. The Tuesday farmer's market is also held here. It's smaller in scale in terms of a customer base but this day is mostly comprised of farmer vendors. On Wednesdays, the farmer's utilize the second location. This second location is slightly off of a major interstate in New Mexico. There are a few businesses, schools and tribal programs in the area. We attract our most diverse customer base at this location.
    - b. Impact on Community: The community is appreciative for the local access to not one but two farmer's markets. Food is always at the forefront of this community's cultural activity so the support has been effortless on their behalf.
  - ii. Goal/Objective 2: Recruit 20 farmers or more to promote the farmer's market
    - a. Progress Made: A total of 25 farmers have participated and have been trained through our promotion program.
    - b. Impact on Community: Our farmers have been our most effective tool in terms of promotion of the market. The farmers benefitted from this program because they gained extensive knowledge on ways to expand their individual businesses. Not only that, they have a place that they can sell their produce on a regular basis. Community members who buy the produce are aware of markets days as well. They don't have to travel 30 plus miles in order to buy fresh produce.
  - iii. Goal/Objective 3: Promote Farmer's Market to increase customer base by offering incentive programs.
    - a. Progress Made: We have increased participation from one year to the next. We did our best to increase visibility of our markets. We used banners, mini billboards, flyers, message boards, and word of mouth to promote the farmer's market. We tried to set up the farmer's market to accept EBT/SNAP payments because customers in return would be able to double up on their food bucks. This would have been made possible through the Double Up Food Bucks (DUFb) program. Unfortunately, we were unsuccessful because of the turnover of personnel within the accounting department. The turnover of employees in our accounting Department have slowed our building of capacity in our farmers market not being able to offer the SNAP and DUFb. We worked with a grant accountant in February 2016 to submit the SNAP and DUFb application. After submitting in June 2016, the application came back as incomplete and was withdrawn by August 2016. During that time, we were unable to receive assistance from the accounting department to help us revise or rectify issues with the incomplete application.

b. Impact on Community: The community enjoys the farmers market. They really looked forward to the DUFB and still encourage the tribe to make this possible.

2. Quantify the overall impact of the project on the intended beneficiaries, if applicable, from the baseline date (the start of the award performance period, September 30, 2015). Include further explanation if necessary.
  - i. Number of direct jobs created: 1
  - ii. Number of jobs retained: 0
  - iii. Number of indirect jobs created: 0
  - iv. Number of markets expanded: 1
  - v. Number of new markets established: 1
  - vi. Market sales increased by \$unknown and increased by unknown%. Market sales were not recorded because the participants in the program were unwilling to share their sales. The idea of a farmer's market is a new concept for the community of Santo Domingo Pueblo. Although participants were made aware that sales numbers would be kept anonymous, all farmers maintained their sales as private and confidential.
  - vii. Number of farmers/producers that have benefited from the project: Twenty-five farmers from Santo Domingo Tribe have benefitted from this project. Two local producers, from neighboring communities, have benefitted from this project.
    - a. Percent Increase: As first time recipients of this grant, we have had a 100% success rate.
3. Did you expand your customer base by reaching new populations such as new ethnic groups, additional low income/low access populations, new businesses, etc.? If so, how?
  - i. Santo Domingo Pueblo is located along the Rio Grande Valley in New Mexico. We share borderlines with two other Pueblos (Indian Reservations) and four small settlement communities (Budaghers, Golden, Pena Blanca and Sile). Locals from these neighboring communities have frequented our farmer's markets. Also, we have had producers sell at market days from both Golden and Sile. Even though our market days were 3 days a week, some of our own farmers would expand their sale days by participating in markets at a near-by Pueblo or city. Not only has Santo Domingo seen patrons from local communities but we've had many patrons come from Santa Fe and Albuquerque. One of our markets is conveniently located off of Interstate-25, across from our very busy fuel station, so we get to see a variety of people of all ethnicities.
4. Discuss your community partnerships.
  - i. Who are your community partners?
    - a. Our community partners included: Kewa Family Wellness Center, Senior Center, Education and Employment Training Office, Kewa Health Corporation, John Hopkins Center for Native American Health, Santo Domingo Elementary School, Santa Fe Indian School, University of New Mexico, New Mexico State University and Institute of the American Indian Arts
  - ii. How have they contributed to the overall results of the FMPP project?

**Farmer's Market Association of New Mexico** – increased our visibility by advertising our market days on local newspapers and on their website.

**Institute of American Indian Arts** – provided insight on ways to manage community gardens. Participated in a few markets.



**John Hopkins Center for Native American Health** – served as our main collaborator. They provided trainings and technical support for all of our farmers. They participated in most of our discussion groups and help generate the survey we used to figure out the needs in regards to meeting the needs of the farmers. See appendix for survey format.

**Kewa Family Wellness Center** – promotes program through behavioral health clients. The center seeks to provide culturally appropriate therapy through farming activities. Clients can choose to participate in farming activities over other forms of therapy. They are then encouraged to sell at the local markets.

**Kewa Health Corporation** – is a neighboring business to our 7-acre Wednesday farmer's market location and has actively advertised our market days on their highway message board.

**New Mexico State University** – provided farmers with a knowledge base on how to produce certified organic vegetables and fruits.

**Santo Domingo Education Department** – Advertises market days and participates in discussion groups.

**Santo Domingo Elementary School** – the local elementary has established a school garden and greenhouse. The children continue to spread news to their families about the market.

**Santo Domingo Library** – The community newsletter is produced through this program. The first community wide update of this program was published in the October 2016 newsletter. See Appendix.

**Santo Domingo Senior Center** – collaborates with the promotion program by selling their greenhouse produce to farmers. Our farmers purchase these plants at the beginning of the season to transplant into their fields.

**University of New Mexico** – provided farmers with a knowledge base on innovative ways to produce a variety of vegetables.

- iii. How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant?

All of our partners in some way, shape, or form, share a common goal. Our common goal is to promote a healthier lifestyle. According to the Center for Disease Control, "Native Americans have a greater chance of having diabetes than any other US racial group. Diabetes is the leading cause of kidney failure, a costly condition that requires dialysis or kidney transplant for survival." Sadly, we have many community members suffering from Type 2 diabetes and Kidney failure. Type 2 diabetes can be prevented if a person chooses to live a healthy, active life. Each of these entities have work that will continue beyond the performance period of this grant because they understand how important it is to incorporate fresh produce into their diets. These markets make it easier for community members to access fresh foods.

Overall, the collaborative efforts amongst tribal programs gives farmer reassurance that the market will continue to thrive. All programs are committed to increasing visibility for the market beyond this grant period.

5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project? Mr. Luke Reed was hired early on in the project to help conduct market research and hire a project coordinator. He promoted the benefits of a farmer's market

to the community. He also assisted in obtaining participation from farmers.

6. Have you publicized any results yet?\*

- i. If yes, how did you publicize the results? One page format with pictures and a few statistics in our local newsletter. See appendix for examples.
- ii. To whom did you publicize the results? Community members.
- iii. How many stakeholders (i.e. people, entities) did you reach? About 600 local community members, roughly 20 tribal programs, 2-4 businesses, 2-4 local schools and 3 New Mexico accredited colleges/universities.

\*Send any publicity information (brochures, announcements, newsletters, etc.) electronically along with this report. Non-electronic promotional items should be digitally photographed and emailed with this report (do not send the actual item).

7. Have you collected any feedback from your community and additional stakeholders about your work?

- i. If so, how did you collect the information? We always collect feedback by word of mouth but we also receive written feedback from our partners. Please see the Appendix for the Kewa Family Wellness Center article about its collaboration and experience while working with the Farmer's Market program.
- ii. What feedback was relayed (specific comments)? In the article published by the Kewa Family Wellness Center, they quote, "Santo Domingo Farmers Market's coordinator provided numerous resources for the community garden project. Mr. Samuel, SD Farmers Market Coordinator, utilized existing networks with farmers, local and outside of the pueblo, to obtain seeds for traditional and local plants i.e. blue corn, tobacco, tomatoes and chile. As a key stake holder with the community garden project, he provided guidance and advisement for events and activities in relation to farming."

8. Budget Summary:

- i. As part of the FMPP closeout procedures, you are required to submit the SF-425 (Final Federal Financial Report). Check here if you have completed the SF-425 and are submitting it with this report: ☒ The final SF-425 will be submitted upon final approval of the expense worksheet and other closeout documentation.
- ii. Did the project generate any income? No
  - a. If yes, how much was generated and how was it used to further the objectives of the award?

9. Lessons Learned:

- i. Summarize any lessons learned. They should draw on positive experiences (e.g. good ideas that improved project efficiency or saved money) and negative experiences (e.g. what did not go well and what needs to be changed).
  - a. Farmers experienced low crop yields due to an insect infestation during the 2016 farming season. The insect infestation affected the amount of produce that farmers would normally yield from one season to the other. Farmers could not participate regularly on farmers market days because of the losses they suffered.
  - b. The Double Up Food Buck program is still an area that we would like to develop with the farmer's market. Fortunately, the tribe has made recent investments

to develop local infrastructure and internet connectivity that will allow the tribe to expand. This development directly effects the program because one of our obstacles was the worry that we wouldn't have a reliable signal to operate a merchant machine to accept EBT/SNAP payments. The tribe will have a new cell tower located on the reservation by the end of the summer for 2018. This would contribute to the success of being able to offer incentives like the DUFB program.

- c. The program was originally scheduled to start on October 1, 2015, but it was delayed. The tribe was unable to identify a suitable candidate for the Farmer's Market Coordinator position. We learned that we could have avoided this situation had we engaged in better pre-planning and coordination to find a coordinator, and had there been better coordination with the Tribal Government. Part of the challenge in finding a good candidate was due to the Farmer's Market Promotion Program being an entirely new idea to the community. Based on that, we learned that we needed to bring in someone who had prior experience in coordinating farmer's markets. That's when the tribe identified Mr. Reed to aid in the hiring process. He was able to work with local farmers and community members to teach them about the benefits of a local farmer's market. His experience and expertise helped greatly.
  - d. Overall, we learned that our tribe needs to engage in succession planning in order clearly identify the goals of the community. If the tribe can develop long range plans that identify goals specific to local farming, then we can position ourselves to better handle new programs and/or ideas.
- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving:
    - a. Exploring other ways to yield produce could aide farmers in the future. Many farmers are interested in green houses. They are open to figuring out ways in which they could establish individual green houses. This investment could provide for year round produce versus seasonal.
  - iii. Describe any lessons learned in the administration of the project that might be helpful for others who would want to implement a similar project:
    - a. Santo Domingo Tribe has been exploring different ways to maintain the traditional agricultural practices. One of the ways to do so, was to apply for this grant money and explore the idea of a farmer's market. Being that this is the tribe's first time holding a grant of this type there were certainly moments of confusion in the administering the project. Our biggest obstacle was encouraging our famer's to take better account of their sales. Many of the farmers were reluctant to share income information which made it difficult for us to explore ways to improve. We would encourage others to be creative in capturing sales especially if there is some push back.

#### 10. Future Work:

- i. How will you continue the work of this project beyond the performance period? In other words, how will you parlay the results of your project's work to benefit future community goals and initiatives? Include information about community impact and outreach, anticipated increases in markets and/or sales, estimated number of jobs

retained/created, and any other information you'd like to share about the future of your project.

Although the grant period has ended, the tribe looks forward to expanding its traditional agriculture practices. Farmers grow crops, first and foremost, for sustenance. Expanding beyond that can only positively impact the community. In the meantime we will need to expand our internal capacity to support our community goals and initiatives related to our traditional agriculture practices. We hope to gain more support from USDA and other agencies when the time comes.

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